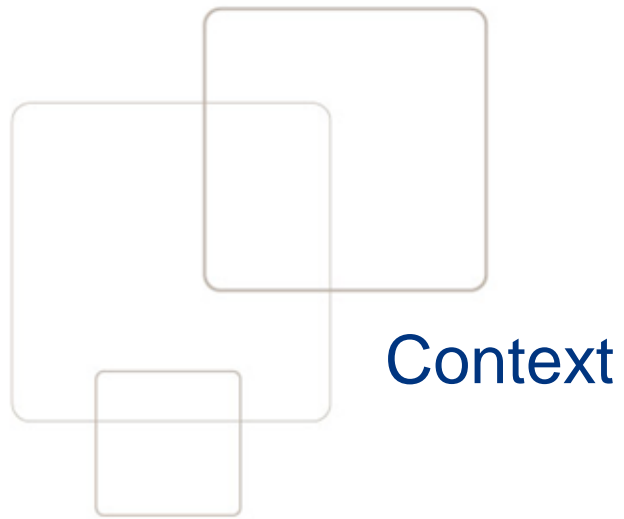


Digital strategy  
January 2015



# Summary

- Context
- Strategic approach
- Operational approach
- Appendix



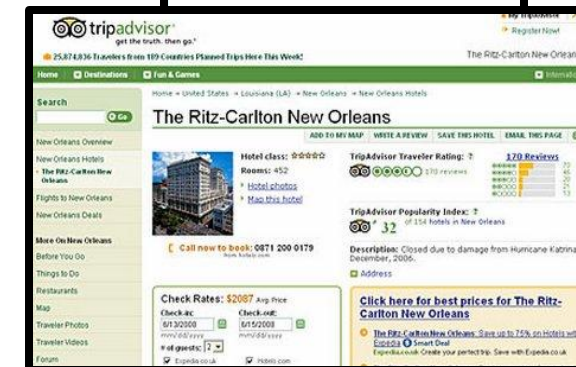
## **Social networks: From a « nice to have » to a « must have » for brands**

- Contents on social networks leave long-term tracks on Internet.
- Communicating on social networks requires time and expert skills to avoid making any major mistake.
- The success of a fanpage relies on the legitimacy that a brand has regarding the content published.
- Many accounts on Facebook and Twitter created already by some Novotel hotels and/or countries.
- Many hotels are already at a mature stage on this topic and are able to share best practices with the brand.



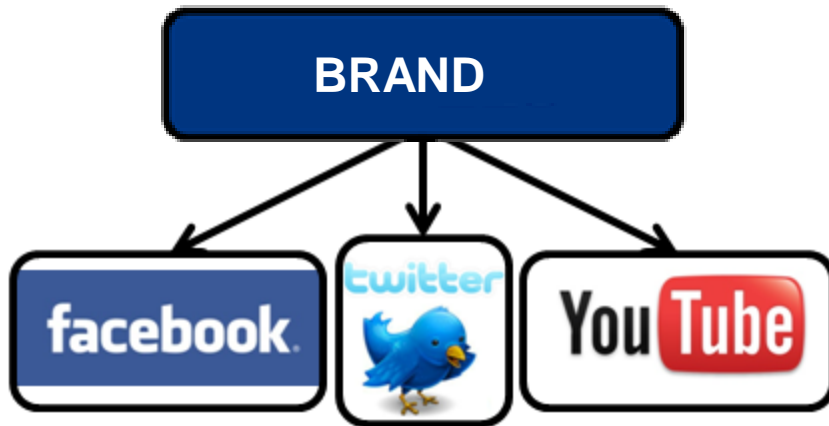
## Digital world: A purpose for each website

- Facebook and Youtube are great for brand exposure. It's up to the brand to take the lead on these websites.
- Twitter is more famous in America and Asia-Pacific and can be used as a promotional channel in these regions due to the massive use of this micro-blogging website.
- In the rest of the World, Twitter is mainly used by politicians, journalists, celebrities and/or opinion leaders. It might be used by the brand as a PR channel but not recommended to other countries at this stage.
- Trip Advisor is a travel platform where the stake is much more important for hotels as it is a direct driver of production.



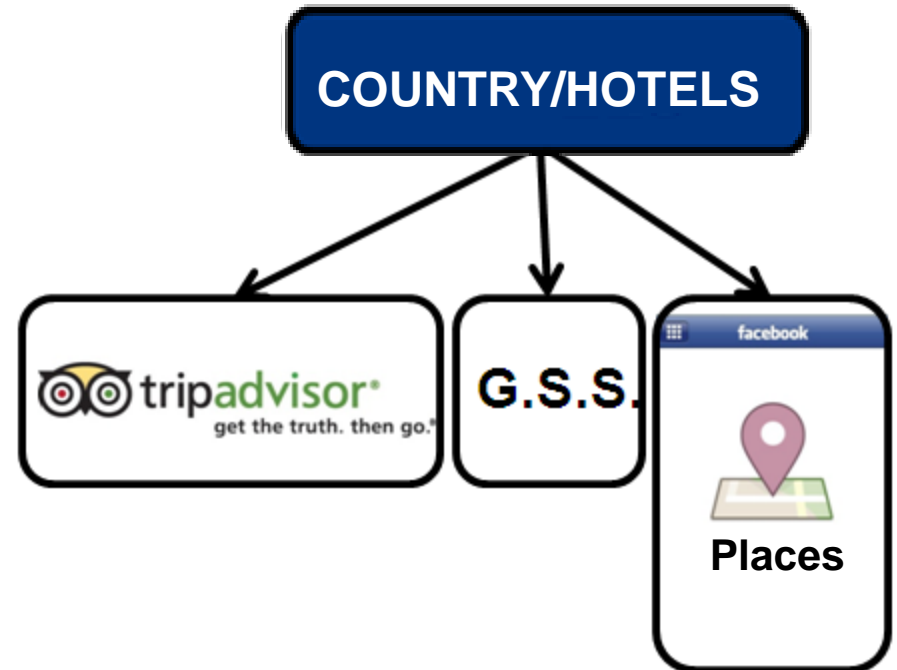
## IMAGE-DRIVEN EFFORTS

### BRAND



## BUSINESS-DRIVEN EFFORTS

### COUNTRY/HOTELS



- An E-CRM manager in the global marketing team will be in charge of this topic.
- Social networks expertise in the Web department to help the brands.
- An agency to bring us some inputs about the evolution of social media.



# Brand positioning on social networks



**« *XYZ Hotel is the international hotel chain expert in families and sustainable development. »***

**A brand needs to define a tone and a positioning on a fanpage.**

**At the beginning, we will focus on topics where Hotel XYZ has a legitimacy in the customer's mind: families, sustainable Development and international travelers.**





- Our clients who already have accounts in social networks.
- Our clients' networks who might also correspond to our target market.
- Mothers who are very active on social networks and who might be interested by the Hotel&Family offer.
- International travellers.
- People sensitive to sustainable development



- To reinforce the relationship between the brand and the clients.
- To involve our “fans” in our innovation process by sharing some new ideas with them in order to get their feedbacks.
- To have “fans” that become ambassadors of the brand in their networks.
- To increase loyalty among our clients.



## Action plan on Facebook

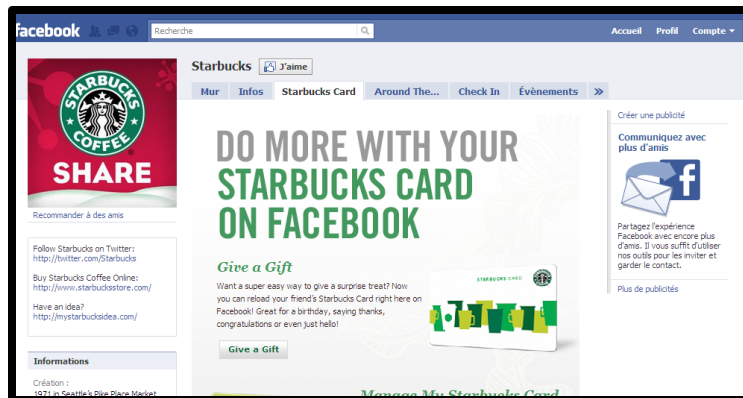
# What is Facebook?

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- The largest social network in the world
- More than 580 millions of active members in 2010.
- Each member manages his/her profile by adding personal information, photos, videos, links and can control the level of visibility he/she wants to give to the other members.
- The subscription is free and can be done for a personal or a professional purpose.
- The user can contact members of his/her network (personal or professional) adding them to his/her list of friends.
- The « wall » is the interface where most of the interactions occur. It is where the member's posts are, along with his/her friends' comments.
- A member can join fan pages or groups to get news and interact on topics related to his/her points of interest.



# Why having an official hotel page?



- A fan page allows clients to get the last news about a brand or a product that they like.
- Facebook allows companies to establish a real relationship between the brand and the clients because of the interaction.
- Clients can post messages or comments on the wall of the fan page to share their positive/negative experience with the brand.
- Studies have proven that a fan becomes a real ambassador of a brand and will recommend it among his friends. He will also tend to choose it each time he will have the choice with competitors.
- A brand that is willing to be on Facebook must be sure to have enough internal resources to face the interactions.
- Coca-Cola (20 millions of fans) and Starbucks (18 millions of fans) are the brand's fan pages with the most amount of fans worldwide.

# Strategy : the brand manages the official fanpage

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- Hotel openings, games, new products/services, brand promotions, A|Club recrutement, family stories, proofs of the sustainable development commitment...
- Key photos/videos of the brand and photos/videos linked to a specific event.
- 2 posts per week (Tuesday and Thursday)
- Fanpage in English, French and German by default as France, UK and Germany are our main markets.
- If other languages wanted, please contact us.



**•What happens if a client posts a negative review about a stay on the wall?**

⇒ A formal answer will be published on the wall to apologize and to invite the « fan » to keep the conversation via private messages.

⇒ If needed, we'll contact the hotel GM concerned by the review.

**• What happens in case of crisis in a hotel (bomb attacks, hostage-taking...) or a country (tsunami, political disorders...):**

⇒ Depending on the level of the crisis, we will either invite the fans to go on xyzhotels.com to get the last information on a crisis or if it's a minor crisis in a hotel, we will provide answers to questions on the wall with the help of the country marketing team.

**• What happens if a country wants to launch a game on Facebook to recruit fans or emailing subscribers:**

⇒ The country must contact [the webmaster](#) and then the brand will decide to host the game on the fanpage, depending on the priorities of the moment.



# Exception for Asia-Pacific

## Some key hotels in Asia-Pacific have their own fanpage on Facebook because:

- Australians are the most active facebook users in the world\*. A hotel page can gather thousands of « fans ».
- They have hotels that are different from the hotelstandard (specific roomtypes, resort activites, several restaurants & bars, several pools, more services like the limo transport).
- They often have large fitness & spa facilities visited by external clients (not only hotel guests).
- Restaurants and bars are mainly visited by external guests which allow hotels to post messages about discounts, activites, concerts and shows that will take place at the restaurants and bars.
- They have 1 E-commerce manager per hotel.





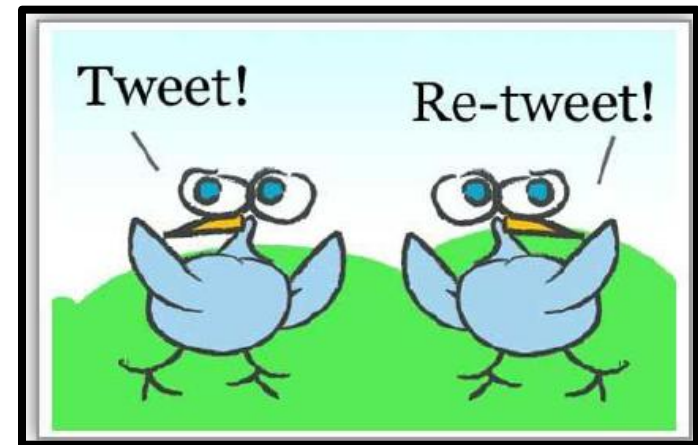


# Action plan on Twitter

# What is Twitter?

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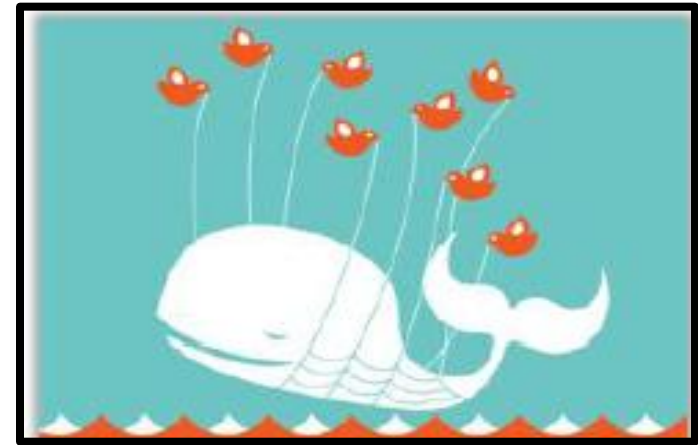
- Twitter is a social network and microblogging application that enables the user to send brief messages, known as « tweets », to his community.
- The Twitter community is estimated at several million users and continues to grow.
- More than 200 million users in 2010
- 65 million « tweets » daily in 2010.
- Twitter users are mainly female, between 25 and 44 years old and mid-level professionals.
- Twitter use is very common in USA, Canada, Brazil, United Kingdom, Indonesia and Australia.



# Why having a Twitter account?

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- Twitter is a community led by very influential opinion makers (with large followings).
- Opinion leaders provide information, advice and good ideas to their community.
- Twitter is a very responsive mean of communication: information circulates very rapidly.
- It allows brands to establish a privileged mean of communication with customers/journalists by sharing exclusive information and viral networking.
- It is a good way to share press releases and network news as journalists represent a large part of the community, especially in Europe.
- In America, Indonesia and Australia, the use of Twitter is common among customers and it can be used as a channel to push information about the network and/or promotions.



# Strategy : local accounts allowed upon brand's validation

- Press releases
  - Global offers messages
  - Main country's promotions (FR-UK-DE)
  - Hotel openings
  - Events in the network...
- 
- Creation of the brand Twitter account to be decided in the following weeks.
  - Hotels located in Brazil, Canada, USA, Indonesia, Australia and UK are allowed to have a Twitter account as long as they respect the our Social Networking Guidelines.



## Action plan on Youtube

# What is Youtube?

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- YouTube is a video sharing website on which users can upload and share videos.
- More than two billion videos are watched everyday, which is nearly double the prime-time audience of all three major US television networks combined.
- The subscription is free and anyone can create an account and upload videos on Youtube.
- Brands have the possibility to have their own Youtube channel, which is a branded page where a brand will upload videos (tv commercials, corporate videos, event videos etc...).
- 24h of videos are uploaded every minute in the world.
- In October 2010, Youtube had 1 billion of subscribers.
- Youtube.com is the third most visited website of the world and represent 4% of the web pages viewed.



# Why having a Youtube channel ?

- It allows the brand to upload all the official videos without the difficulty and the costs of having them on the brand's website.
- On Google, videos related to key workds are now showing up first. It is important that official videos come up, and not videos uploaded by clients.
- Many of our guests upload videos of our hotels on Youtube. It is often made to point out a negative aspect of the hotel (dirty carpet, dirty bed, broken furniture, bad surroundings etc...).
- Having a Youtube channel will make our videos come up first when people will be looking for our hotel videos or hotel videos in general.
- It is free for brands to have its own channel and it doesn't require neither animation nor moderation as there isn't a lot of interactions there.
- We can implement links between our Youtube channel and our Facebook fan page and Twitter account.



# Strategy : the brand manages the content of the channel

- Official hotel videos
- TV commercials
- Kinect Tour video
- Corporate videos
- If there is a video you would like to have on the XYZ Hotel Youtube channel, please contact us
- If you wish to create a video, please refer to the communication brand guidelines on intranet

LIVE THE NOVOTEL  
EXPERIENCE





## Action plan on Trip Advisor

# What is Trip Advisor?

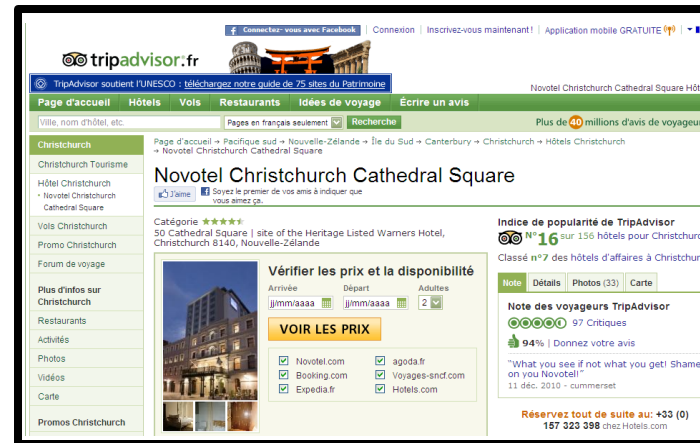
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- TripAdvisor.com is the world's largest travel site that assists customers in gathering travel information, posting reviews and opinions of travel related content and engaging in interactive travel forums.
- It is operated by Expedia, Inc.
- 20 millions members and 50 millions unique visitors per month.
- 40 millions reviews posted. 70% of them are positive.
- Hoteliers have the possibility to post a comment on each review related to his/her hotel.
- 60% of online bookers read guests' reviews before making the booking.
- **It is the site where hoteliers must invest all of their “online time” as it has a major impact on their business.**



# Strategy : each hotel must monitor its reviews and answer to each of them

- Hotels should check the reviews posted on the hotel as often as GSS reviews.
- If the review is negative, it is mandatory to answer the user in order to provide an explanation and an apology.
- If the review is positive, we recommend hotels to answer them from time to time, to thank users for the time taken.
- To do so, please refer to the guidelines on how to respond to reviews on Trip Advisor.



## Action plan on Facebook Places

# What is Facebook Places?

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- Facebook Places is a Facebook feature on mobiles that enables the user to share his location with others.
- It is widely used in Canada, USA, Brazil, Australia and Europe.
- Certain types of people use Facebook Places:
  - Student and young workers
  - Middle and upper level professionals
  - Web enthusiasts/trendsetters



# How does it work?

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- The user selects his or her location from a list of nearby locations offered by Facebook.
- If the desired location does not appear on the list, the user has the option of adding it manually.
- Once the user has checked in, a geolocation status is posted to the user's wall:



# Why listing your hotel?

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- For the user, geolocation is a mean to stand out from others by letting them know which places he visits: trendy places, airports, hotels...
- Facebook Places is a visibility application: friends of customers who have « checked-in » to your hotel will have access to their geolocation status.
- It is also a loyalty programm application: for example, you can provide special offers to your customers who geolocate themselves at the hotel.



# Appendix



## **Helpful links to download documents related to social networks:**

- Guidelines on how to respond to reviews on TRIP ADVISOR
- Social media communication chart for all our employees
- Social networking guidelines